

**REMARKS****Status of Claims**

The Advisory Action mailed October 4, 2007 has been reviewed and the comments therein were carefully considered. Claims 1-12 are pending in the application, and are currently rejected. New Claims 18 and 19 have been added.

**New Counsel**

Applicant notes that new counsel has been appointed for this patent application. A Power of Attorney to Prosecute Applications Before the USPTO along with change of address form was filed on September 20, 2007. A Notice of Acceptance of Power of Attorney dated September 27, 2007 has been received by our office.

**Claim Amendments**

The Advisory Action of mailed October 4, 2007 indicates that Applicant's Response After Final of September 20, 2007 was not entered. Applicant respectfully requests that the present Amendment be entered, and the following remarks be considered.

Applicant has amended Claims 7-10 and 12 to correct preamble language to read "computer-readable medium encoded with computer executable instructions", and also amended Claim 7 to correct "form" to "from". Applicant asserts these changes add no new subject matter.

**Claim Rejection Under 35 U.S.C. 103**

Claims 1, 4, 5, 7, 10 and 11 are rejected under 35 U.S.C. 103(a) as being unpatentable over McClard (US Patent 6,438,752 B1) in view of Knee et al. (US Patent Application Publication 2002/0095676). Applicant traverses this rejection.

Applicant has amended Claims 1 and 7 to include the feature of "determining a plurality of demographic profiles based on the second set, wherein the plurality of demographic profiles

are determined by behavior peaks indicated by the second set". Applicant notes that support for this subject matter can be found, inter alia, in paragraphs 19-20 and 29 of the specification.

Applicant asserts that none of the cited references, either alone or combined, disclose or suggest this feature. Applicant notes that McClard discloses at Col. 5, lines 19-41 of detecting the identity of a person, using biometrics or person-entered identification number. However, McClard does not disclose or suggest determining a plurality of demographic profiles based on the second set of categories.

Accordingly, Applicant asserts that Claims 1 and 7, and all claims that depend upon them, are allowable over the cited prior art.

Applicant has also amended Claims 6 and 12 to clarify the feature of "verifying with a viewer the adding of the category from the first set to the second set." Applicant asserts that such verification is performed by a viewer, as described in the specification, inter alia, in paragraph 22. Applicant asserts that this is different from what is described by Ohkuru. Ohkuru at Col. 32, lines 19-25 discloses performing a confirmation that a genre registration process has completed. In other words, Ohkuru is performing a confirmation to determine that a CPU operation has finished. This is different from the present invention, in that the verification process as recited in Claims 6 and 12 are to allow a viewer to verify that a category should be added to the second set. This is an entirely different process, and Applicant asserts that none of the references describe this feature. Accordingly, Applicant asserts that Claims 6 and 12 are allowable separate from their dependency upon allowable parent claims.

Applicant has added new Claims 18 and 19, which recite subject matter disclosed but not claimed in the present Application. Support for this subject matter can be found, inter alia, in the specification in paragraph 14. Applicant asserts that these new claims are allowable separate from their dependency upon allowable parent claims.

**Conclusion**

All rejections having been addressed, Applicant respectfully requests entry of the present amendment and notification of allowance. Should the Examiner have any questions, the Examiner is invited to contact the undersigned at the number set forth below.

Respectfully submitted,

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